

What we claim is:

1. A display stand comprising,

a hollow foldable self erecting supporting base having a front panel, a rear panel, and two opposite side panels,

5 a central vertical fold line formed at said side panels and extending the entire height of said side panels,

a horizontal fold line formed around said base and located at a same horizontal plane of all of said front panel, said rear panel and said side panels,

a pivotal board located within said base and positioned below said horizontal fold line, said  
10 pivotal board having one edge therein attached to said front panel and being pivotable relative to said front panel to locate between a horizontal position crosswise to said base, and a vertical downward position juxtaposed to said front panel,

an elongated elastic cord having one end attached to a narrow free end portion of said pivotal board and another end attached to an upper edge portion of said rear panel, said elastic  
15 cord being extensible in an elastic tension when said pivotal board is in said vertical downward position,

a horizontal slot opening formed in said rear panel and located below said horizontal fold line, said slot opening being engageable with said narrow free end portion of said pivotal board for maintaining said base in an erected condition,

20 an operating opening formed in said pivotal board and located adjacent to said free end portion therein, said pivotal board being pivotable by inserting a finger through said operating opening and pulling said pivotal board to pivot downward to said vertical downward position for

creating said elastic tension in said elastic cord,

a display tray disposable on top of said base when said base is in said erected condition.

2. A display stand according to Claim 1 wherein said rear panel has a taller height than said front panel, and said side panels have sloping top edges sloping from a top edge of said rear panel to a short distance below a top edge of said front panel whereby an upstanding lip portion is formed at said top edge of said front panel, said upstanding lip portion providing an abutment for a front edge of said display tray when said tray is disposed on said base in a downward sloping position.

3. A display stand according to Claim 2 wherein said side panels are foldable inwards towards one another when said pivotal board is in said downward vertical position to fold said base into a collapsed condition.

4. A display stand according to Claim 3 wherein said base is foldable along said horizontal fold line when said base is in said collapsed condition whereby said base is placeable within said display tray for shipping, transporting and storage.

5. A display stand according to Claim 3 wherein said base is self erecting to said erected condition when said base is unfolded from said collapsed condition along said horizontal fold line whereby said elastic tension of said elastic cord automatically pulls said pivotal board to said crosswise position with said narrow free end portion therein engaged with said horizontal slot opening in said rear panel.

6. A display stand according to Claim 5 including a second elastic cord connected between said vertical fold line of said side panels and located above said pivotal board, said second elastic cord being in elastic tension when said base is in said erected condition, and being

operative automatically to pull said side panels inwards towards one another when said pivotal board is in said downward vertical position.

7. A display stand comprising,

a hollow foldable self erecting supporting base made of a single card board material, said base having a front panel, a rear panel, and two opposite side panels, and said base having a larger bottom end than a top end therein,

a central vertical fold line formed in said side panels and extending the entire vertical length therein,

a horizontal fold line formed around said base and located at a same horizontal plane of all of said front panel, said rear panel and said side panels,

said rear panel having a height taller than said front panel, and said side panels having a slanted top edge sloping from a top edge of said rear panel to a short distance below a top edge of said front panel whereby forming an upstanding top lip portion at said top edge of said front panel,

a trapezoidal shaped pivotal board located within said base and said pivotal board having a bent front edge attached to said front panel and a free rear end portion distal from said bent front edge, said pivotal board being pivotable relative to said front panel to locate a horizontal position transverse to said base, and a vertical downward position juxtaposed to said front panel,

a horizontal slot opening formed in said rear panel and located below said horizontal fold line, said slot opening being engageable with said free end portion of said pivotal board when said pivotal board is in a transverse position for maintain said base in an erected condition,

an elastic cord connected to said free end portion of said pivotal board and to a location just

below said top edge of said rear panel,

an operating opening formed in said pivotal board and located adjacent to said free end portion therein, said pivotal board being pivotable between said transverse position and said vertical downward position by inserting a finger into said operating opening and pulling said pivotal board to disengage with said horizontal slot opening to pivotal downward against elastic tension of said elastic cord to move to said downward vertical position whereby said side panels are foldable inwards towards one another to fold said base into a collapsed condition,

a rectangular display tray disposable on said base when said base is in said erected condition.

8. A display stand according to Claim 7 including a second elastic cord connected between said vertical fold line of said side panels and located above said pivotal board, said second elastic cord being in elastic tension when said base is in said erected condition, and said second elastic cord being operative to pull said side panels inwards towards one another when said pivotal board is pulled downwards to disengage with said horizontal slot opening of said rear panel.

9. A display stand according to Claim 8 wherein said upstanding lip portion at said top edge of said front panel serves as an abutment to a front edge of said display tray when said tray is disposed in a forward sloping position on said base in an erected position.

10. A display stand according to Claim 9 including a pivotal flap formed at said top edge of said rear panel, and fussy attachment pads located on said pivotal flap, said fussy attachment pads being engageable with associated fussy attachment pads located at the underside of said display tray when said tray is disposed on said base in said erected condition for removably

attaching said tray to said base.

11. A display stand according to Claim 10 wherein said base in said collapsed condition is further foldable along said horizontal fold line whereby said base is placeable within said display tray for shipping, transporting and storage.

5 12. A display stand according to Claim 11 wherein said base is self erecting when unfolded relative to said horizontal fold line whereby said pivotal board pivots from said vertical downward position to said transverse position by said elastic tension of said elastic cord.

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